

THE GOVERNOR'S UTAH ECONOMIC SUMMIT

2010

SOLID GROWTH Today & Tomorrow

Presented By



Utah Governor's Office of
Economic Development
BUSINESS • TOURISM • FILM

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THE GOVERNOR'S
UTAH ECONOMIC SUMMIT



STATE OF UTAH

OFFICE OF THE GOVERNOR
SALT LAKE CITY, UTAH
84114-2220

GARY R. HERBERT
GOVERNOR

GREG BELL
LIEUTENANT GOVERNOR

Dear Summit Participant,

It is my pleasure to welcome you to the fourth annual Governor's Utah Economic Summit. The theme for this event is "SOLID GROWTH ... Today and Tomorrow," which reflects Utah's currently strong business climate and our careful preparations for future success.

The state's business community continues to be innovative and show great initiative, and our business-friendly efforts have allowed us to foster business growth throughout the state. While Utah has been minimally impacted by the national business slowdown, its business community continues to move forward in many parts of its broad economic base. Utah is fortunate to have experienced significantly less damage than our neighboring states, and we see some bright spots.

As Governor, economic development is one of my top priorities for the state of Utah. Together, we can build a strong economic base that will serve as a model for the rest of the nation. Our state continues to have one of the lowest unemployment rates in the country. Additionally, Utah continues to show signs of a dynamic economy in several business sectors and is recognized as one of the "Best States for Business."

At the 2010 Summit, we will hear from nationally recognized experts in fields ranging from financing to entrepreneurship to strategic marketing. More than 40 experts will share their knowledge with attendees who will also have an opportunity to form valuable new business relationships.

Utah has recently been recognized as a "best place for jobs," "best managed state" and the state with the "best economic outlook." All of these accolades have come because you — our business leaders — continue to work with the state to meet economic challenges head on. Our growing preeminence in the country is because we have worked to our strengths, been innovative and have maintained an attitude of success. As your Governor, it is my privilege to extend the thanks of Utah's citizens for a job well done and to encourage you to keep up the good work!

Thank you,

A handwritten signature in black ink that reads "Gary R. Herbert".

Gary R. Herbert
Governor



Dear Colleagues,

Greetings!

On behalf of MediaOne of Utah, I would like to welcome you to the fourth annual Governor's Utah Economic Summit. This year, Utah and the world continue to tackle severe fiscal challenges, but relief appears to be on the horizon. With recent reports that American wealth levels are back on the rise and the foreclosure rate is seeing its smallest increase in four years, the economy seems to be equilibrating. As such, the discussion points and breakouts of this year's summit aim to help Utah companies exit the recession with strength, momentum and an eye to the future.

When recession descended upon the United States and the world, Utah was recognized as a beacon in the darkness, a standard toward which other states should strive. Our local economy, while not without its own troubles, led the country in job creation and economic health, and Utah was named the "best managed state" in America by the Pew Center. Such facts are a testament to Utah's business community, which emphasizes innovation and has the know-how to generate profit from such forward-thinking ideals. It is our strength and foresight that has seen us through the dark times and enabled us to emerge into the light.

The challenge now is to maintain the momentum that has been built in recent years and take advantage of what is to come. As we stride into the future, we, as business leaders, must focus on the steps necessary to ensure solid, continued growth. That's the essence of this year's summit. Highlighted by Gov. Gary Herbert's address, the summit will provide a powerful forum for you to network with colleagues, glean the expertise of industry experts and find new ways to position your organization to expand into the future.

We hope you will take full advantage of the opportunities afforded by the summit, including attending discussions, presentations and panels that will help you improve every facet of your business. These are a few of the important tools that any business leader needs in an increasingly complex economic climate.

For the past few years, Utah has been the benchmark for economic performance in this country. I believe we will remain the standard-bearer as each of us continues to make great strides toward the future.

Best regards,

Brent Low
President & CEO
MediaOne of Utah

Conference Biographies

Governor's Office of Economic Development Board Members

Ragula Bhaskar,
Fatpipe Networks, Inc.

Amy Rees Anderson
MediConnect Global, Inc.

Clifford D. White
Capital Consultants

Jack Brittain
Technology Ventures,
University of Utah

James Lee Sorenson
Sorenson Companies

Jerry Oldroyd
Ballard Spahr Andrews & Ingersoll

Mary Draper
Lowell Bennion Service Center,
University of Utah

Mel Lavitt
Needham and Company, LLC

Mike Dowse
Amer Sports

Molonai Hola
Icon Consulting Group

Nikos M. Linardakis, MD
Tharos Laboratories, Inc.

Rob Adams
Beaver County Economic
Development Corp.

Stanley Ellington
Utah Black Chamber of Commerce

Peter Mouskondis
Nicholas & Company



AFTERNOON ADDRESS

Gary R. Herbert
Governor of State of Utah

Gary Richard Herbert is Utah's 17th Governor. Prior to becoming Governor, he served as Lieutenant Governor under Governor Jon M. Huntsman Jr. for nearly five years, before taking the Oath of Office on Aug. 11, 2009.

Governor Herbert was born in American Fork, Utah, and raised in Orem, Utah. After graduating from Orem High School, Mr. Herbert served a two-year mission for the Church of Jesus Christ of Latter-day Saints in the Eastern Atlantic States Mission.

While attending BYU, the Governor met and married Jeanette Snelson, from Springville, Utah. Shortly after their marriage, the Governor joined the Utah National Guard and served for six years as a staff sergeant working with target acquisition, artillery and ground survey.

After his military service, the Governor began a career in the real estate industry, founding Herbert & Associates Realtors, an Orem-based brokerage firm. He and Jeanette also began a child care service, The Kids Connection, which they operated for 23 years.

In 1990, the Governor was appointed to the Utah County Commission. Soon thereafter, he was later elected to the body, which he served for 14 years. During his time as county commissioner, he served as president of the Utah Association of Counties and the Utah Association of Realtors, and as a board member of the Provo Orem Chamber of Commerce and Utah Water Conservancy District.

The Governor currently sits on the National Governors Association Health and Human Services standing committee, the Healthcare Reform Task Force and the newly created Homeland Security Special Committee.

In his inaugural address, Governor Herbert outlined his three main priorities of economic development, public and higher education, and energy development.



MORNING KEYNOTE SPEAKER

Randal K. Quarles
Managing Director of Carlyle Group and Former Under Secretary of the U.S. Treasury

Before joining Carlyle, Quarles was Under Secretary of the U.S. Treasury, where he led the department's activities in financial sector and capital markets policy, including coordination of the President's Working Group on Financial Markets, regulatory reform of Fannie Mae and Freddie Mac, and proposing fundamental reform of the U.S. financial regulatory structure.

Before serving as Under Secretary, Quarles was Assistant Secretary of the Treasury for International Affairs, where he had a key role in response to several international crises — the Argentine debt default, as well as near defaults in Brazil, Turkey and Uruguay — and was responsible for a wide range of international financial matters, focusing particularly on financial structure and stability, cross-border investment and financial regulation, and promotion of free trade in financial services. He led the financial regulatory dialogue between the United States and the European Union, led the U.S. delegation to the Financial Stability Forum (the semi-annual meeting of the heads of regulatory agencies from the world's largest developed and emerging market countries), and negotiated the financial services provisions of several free trade agreements.

Quarles was also the U.S. Executive Director of the International Monetary Fund, U.S. Executive Director of the European Bank for Reconstruction and Development, a member of the Board of Directors of the Overseas Private Investment Corporation, and board representative for the Pension Benefit Guaranty Corporation. In earlier public service, he was an integral member of the Treasury team in the George H. W. Bush Administration that developed the governmental response to the savings and loan crisis.

Between his tours of duty in public service, Quarles was a partner with the law firm of Davis Polk & Wardwell, working at various times in both the New York and London offices, where he was co-head of the firm's financial institutions practice and advised on transactions that included a number of the largest financial sector mergers ever completed. Mr. Quarles received an A.B. summa cum laude in philosophy and economics from Columbia in 1981 and a J.D. from the Yale Law School in 1984.

Conference Biographies



WELCOME AND INTRODUCTIONS

Spencer P. Eccles

Executive Director of Governor's Office of Economic Development

Eccles has strong ties to Utah's urban and rural communities as well as international markets. He was formerly affiliated with the Salt Lake City office of Wells Capital Management (Wells Fargo Bank), which had approximately \$2 billion under management. Most recently, he has been involved with web-based software and materials technology companies in the U.S. and abroad.

In 1997, the Salt Lake Organizing Committee for the 2002 Olympic Winter Games tapped Eccles to manage the development of its Snowbasin venue and oversee the premier Olympic downhill event as well as all of the alpine Paralympic competitions held there — a post he held for five years. Currently, in addition to his venture capital projects, Eccles' business interests include managing three ranching operations in Idaho and Wyoming, and serving on a wide variety of boards. Eccles' involvement with Utah's non-profit community includes his chairmanship of the Salt Lake Chamber's International Committee and service on its Board of Governors and Executive Committee.



FEATURED SPEAKER, BREAKOUT SESSION NO. 1

Pamela Perlich, Ph.D.

Senior Research Economist at Bureau of Economic and Business Research, University of Utah

Perlich joined the BEBR in 2000. Before joining the BEBR, she worked for seven years in the Governor's Office of Planning and Budget concentrating on long-term economic and demographic projections. In addition, she is Professor Adjunct in the Department of City & Metropolitan Planning, College of Architecture + Planning. She specializes in Utah demographics, applied regional economic studies, and economic and demographic modeling.

Perlich serves on the Utah Council for Economic Education as the representative for the University of Utah and is a member of the Envision Utah Steering Committee. At the University she is a faculty member in the Graduate Certificate in Demography and a member of the Center on Aging. She received her Ph.D. in Economics from the University of Utah and B.S. in Economics and Business from the University of Tulsa.



FEATURED SPEAKER, BREAKOUT SESSION NO. 1

David Chen, Ph.D.

Chair of Equilibrium Capital Group
and Oregon Innovation Council

Chen's focus on sustainability is a result of his work in venture capital, regional economic development and energy policy. Previously a partner at OVP Venture Partners, in late 2007, he formed Equilibrium Capital Group, an investment firm focused on growth equity investment opportunities in the area of sustainability.

He is graduate of UC Berkeley and Northwestern's Kellogg School of Management. Chen is a lecturer at Kellogg and on the faculty of the Prince of Wales Cambridge University Business and the Environment Programme.



GOVERNOR'S INTRODUCTION

A. Scott Anderson

President and Chief Executive Officer of Zions First National Bank

Scott Anderson has served as president and CEO of Zions Bank since 1998 and has been with Zions since 1991. Prior to joining Zions, he spent 17 years with Bank of America in San Francisco, including seven years in its Asia division, headquartered in Tokyo. Anderson received a bachelor's degree from Columbia University and a master's degree from Johns Hopkins University. A native of Salt Lake City, he is active in community affairs and serves on a number of industry and community organization boards.



ECONOMIC REPORT AND RECIPIENT OF LIFETIME ACHIEVEMENT AWARD

Kelly Matthews, Ph.D.

Executive Vice President and Economist, Wells Fargo, Retired

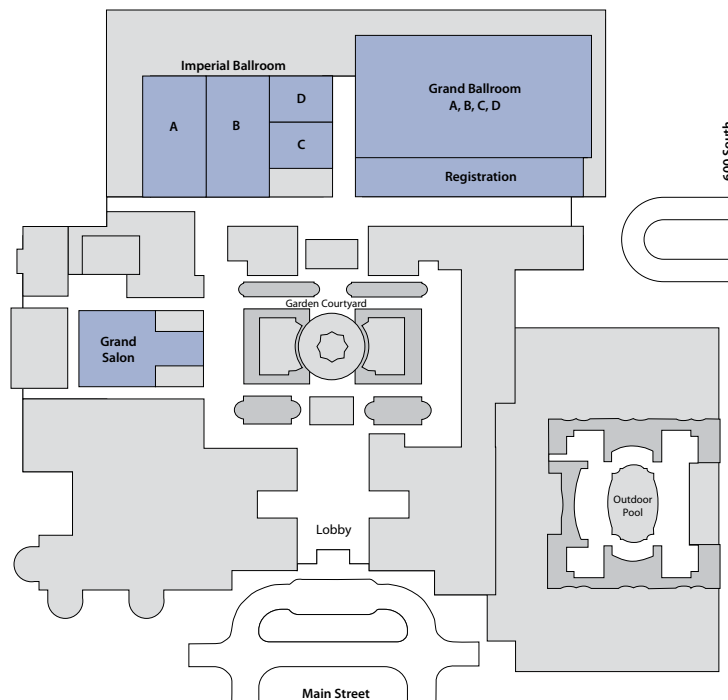
Dr. Kelly Matthews was responsible for local, regional and national economic analysis and forecasting. He was previously the Wells Fargo government affairs officer in Utah. His research opinions are widely read and quoted by the financial and business community. Dr. Matthews joined Wells Fargo as an economist in 2000. He served as First Security's chief economist for 27 years. Throughout his career Dr. Matthews was an active member of his community. He served on various boards and was the president of the Utah Council on Economic Education, chairman of the board of Intermountain Health Care's Home Care, and chairman of the board of the Salt Lake Convention Visitors Bureau from 2003-2005.

Dr. Matthew's retired last November. He and his wife Mary Lynn are natives of Montpelier, Idaho, and they have three children.

THE GOVERNOR'S UTAH ECONOMIC SUMMIT

Conference Schedule

7:00 a.m.	Check-In, Continental Breakfast (Grand Ballroom), Video starts at 8 a.m.				
8:00 a.m.	Welcome and Opening Session: Spencer Eccles , Executive Director, Governor’s Office of Economic Development Economist Report: Kelly Matthews , Chief Economist, Wells Fargo Bank (retired) Keynote Address: Randal K. Quarles , Managing Director, Carlyle Group and Former Under Secretary of the U.S. Treasury				
BREAKOUT SESSION NO. 1					
9:30 a.m. to 10:30 a.m.	IMPERIAL BALLROOM A Pam Perlich, Economic Demographics		GRAND BALLROOM David Chen, Economic Growth Building on Regional Strengths		
BREAKOUT SESSION NO. 2					
10:45 a.m. to 11:45 a.m.	IMPERIAL BALLROOM A Financing Your Project Innovative Tools in Today’s Economy	IMPERIAL BALLROOM B Growing Business in Your Community	IMPERIAL BALLROOM C Preparing the Workforce of <i>Tomorrow</i> , Today	IMPERIAL BALLROOM D 10 Smart Ideas in Economic Development Marketing	GRAND SALON Venture Capital More Opportunity & More Reward
12:00 p.m.	Welcome and Introductions: Spencer Eccles , Executive Director, Governor’s Office of Economic Development A. Scott Anderson , President & CEO, Zions Bank Featured Speaker: Utah Governor Gary R. Herbert				
12:45 p.m.	Awards and Recognitions: Economic Visionary Award: Andy Swapp , Economic Legacy Award: Nelson Laboratories , Lifetime Achievement Award: Kelly Matthews				
1:00 p.m.	Lunch Served (Grand Ballroom)				
BREAKOUT SESSION NO. 3					
2:00 p.m. to 3:00 p.m.	IMPERIAL BALLROOM A The Dating Game What Location Advisors Look for in a Community	IMPERIAL BALLROOM B Entrepreneurship The Engine for Economic Change	IMPERIAL BALLROOM C Winning Strategies in International Business The Utah Experience	IMPERIAL BALLROOM D Legislative Review 2010	GRAND SALON The Future of Energy A National and a Utah Perspective
3:15 p.m.	Closing Reception (Grand Ballroom) — “Utah’s Film Industry: A Global Impact”				
	Adjourn				



Breakout Sessions

IMPERIAL BALLROOM A			GRAND BALLROOM	
9:30 a.m. to 10:30 a.m. —			BREAKOUT SESSION NO. 1	
Economic Demographics Pam Perlich, Ph.D. Senior Research Economist at Bureau of Economic and Business Research, University of Utah MODERATOR Mark Moench, Rocky Mountain Power THEMES Education — Economic Demographics — Multicultural Markets			Economic Growth Building on Regional Strengths David Chen, Ph.D. Chair of Equilibrium Capital Group and Oregon Innovation Council MODERATOR Clark Ivory, Ivory Company THEMES Energy — Entrepreneurship — International Development	
IMPERIAL BALLROOM A	IMPERIAL BALLROOM B	IMPERIAL BALLROOM C	IMPERIAL BALLROOM D	GRAND SALON
10:45 a.m. to 11:45 a.m. — BREAKOUT SESSION NO. 2				
Financing Your Project Innovative Tools in Today's Economy MODERATOR Raymond Walker, CBRE PANEL Randy Larsen, Ballard Spahr Alan Westenskow, Zions Bank James Patchett, Goldman Sachs Securing financing for the best projects can be difficult in today's economy. Learn about innovative financing tools such as new ARRA bonding mechanisms and Community Reinvestment Act funds.	Growing Business in Your Community MODERATOR Natalie Gochmour, Salt Lake Chamber PANEL Darrell Smith, Mayor of Draper Daniel D. McArthur, Mayor of St. George Mike McKee, Uintah County Commissioner Local officials discuss recent "case-study" projects around Utah and share best practices for all phases of development.	Preparing the Workforce of Tomorrow, Today MODERATOR Kristin Cox, Department of Workforce Services PANEL William Sederburg, Commissioner of Higher Education Curt Roberts, Weber State University Gary Harter, GOED Mark D. Johnson, Hill Air Force Base Learn how partnerships between government, private industry and academia can be a catalyst for economic development, including highlights from the "Utah Cluster Acceleration Program."	10 Smart Ideas in Economic Development Marketing MODERATOR Leigh von der Esch, GOED Office of Tourism PRESENTERS Peggy Lander, Richter7 Steve Duncan, DCI Two respected marketers have combed the economic-development landscape in search of innovative approaches to the practice of "place marketing." Based upon input from large and small communities across the country, the duo will present a "top 10" list of fresh marketing ideas for economic developers.	Venture Capital More Opportunity & More Reward MODERATOR Josh Romney, Romney Ventures PRESENTER Peter Fitzgerald, MD, Ph.D. Professor of Medicine, Engineering Director, Cardiovascular Technology and Analysis-Laboratory, Stanford School of Medicine Venture capital is for many companies the difference between "life and death." Fitzgerald works will bring new understanding about Utah and its VC community. How "they" do it and how "we" do it ... you may be surprised that the advantage is moving in Utah's favor.
2:00 p.m. to 3:00 p.m. — BREAKOUT SESSION NO. 3				
The Dating Game What Location Advisors Look for in a Community MODERATOR Lori Chillingworth, Zions Bank YOUR HOST Andy Levine, DCI, New York THE BACHELOR Jason Hickey, Hickey & Associates The famous game show is back. Three Utah communities will compete to win a date (in this case a one-day site visit) with a nationally-recognized location advisor. The game show will be followed by a Q&A session.	Entrepreneurship The Engine for Economic Change MODERATOR Kent Madsen, Epic Ventures PRESENTER Candace Daly, State Director of National Federation of Independent Business (NFIB) Imagination, innovation and organization dare to dream and rethink a lost opportunity. How to move beyond the roadblocks that get in your way.	Winning Strategies in International Business The Utah Experience MODERATOR Jeff Edwards, GOED PANEL David Malpas, Imagine Learning Jeff Nelson, Nelson Laboratories Jack Sunderlage, Content Watch CLOSING REMARKS Lew Cramer, World Trade Center Utah Three successful Utah companies will provide their perspective on the challenges and opportunities in the global marketplace and share best practices.	Legislative Review 2010 MODERATOR Kirk Jowers, University of Utah PANEL Michael Waddoups, President Utah Senate David Clark, Speaker, Utah House of Representatives Pat Jones, Minority Leader, Utah Senate David Litvack, Utah House of Representatives	The Future of Energy A National and a Utah Perspective MODERATOR Rey Butcher, Questar PRESENTER Don Schejldahl, VP of Renewable Energy Strategies for Austin Group The 21st century will be remembered as the era of a new global energy regime. Here we examine global, national and regional markets and identifies the kinds of jobs and where they will be created. Particular focus will be given Utah's place in the new regime and what is needed to ensure Utah gets a rightful share of investment.
GRAND BALLROOM				
3:15 p.m. to 4:00 p.m. — CLOSING RECEPTION				

"Utah's Film Industry: A Global Impact" — Networking Reception including **Troy Dow, Walt Disney Company**

Gather with the Utah Film Commission and film industry professionals who are currently working in the state and understand the major economic impact that the film industry has on Utah.

THE GOVERNOR'S UTAH ECONOMIC SUMMIT

Conference Biographies



Lori Chillingworth
Zions Bank

Lori has served as Senior VP and Director of Business Banking at Zions since 2008 and previously was manager of the bank's Women's Financial Group for 11 years. She has 27 years of experience in banking, specializing in small business. She has ranked among U.S. Banker magazine's "Most Powerful Women in Banking."



Rep. David Clark
Speaker of the House



Kristen Cox
Utah Department of Workforce Services

Kristen has been Executive Director of the Department of Workforce Services (DWS) since March 2007. She oversees more than 60 state and federally funded programs and services including Temporary Assistance to Needy Families (TANF), food stamps, workforce development, public assistance programs, and unemployment insurance.



Lew Cramer
World Trade Center Utah

Lew Cramer has been serving as the CEO/President of the World Trade Center Utah since Sept. 9, 2006. During the first Bush administration, Mr. Cramer was the Director General of the U.S. Commercial Service, directing the activities of 1,400 commercial officers at over 150 embassies worldwide and in 65 offices throughout the United States.



Candace Daly
National Federation of Independent Business

Candace is the state director for NFIB in Utah. She is the Voice of Small Business representing thousands of small businesses. With 20 years of experience on Utah's Capitol Hill you can find her working with the Legislature and the Governor's Office. Candace is the owner of CJD & Associates, a Government Relations business representing many clients.



Troy Dow
Walt Disney Company

Troy is responsible for government relations, IP legal policy and strategy at The Walt Disney Company. He served as VP and counsel at the Motion Picture Association of America, counsel to the U.S. Senate Judiciary Committee and professional staff in Senator Orrin Hatch's Utah and Washington, D.C., offices.



Steve Duncan
Development Counsellors International (DCI)

Steve Duncan is an Account Supervisor at Development Counsellors International (DCI). He specializes in economic development marketing and has worked with a variety of city, state and regional economic development organizations stretching from Charleston, S.C., to San Diego, Calif., and the state of Wyoming to the state of Alabama.



Jeff Edwards
Economic Development Corporation of Utah

Jeff was appointed President and CEO of the Economic Development Corporation of Utah in January 2005. He joined the company as the Vice President of Client Services in June 2001. A public-private partnership founded in 1987, EDCUtah has responsibility for recruiting new businesses to Utah by working with corporations.



Peter J. Fitzgerald
Stanford University

Dr. Peter Fitzgerald is the Director of the Center for Cardiovascular Technology and Director of the Cardiovascular Core Analysis Laboratory (CCAL) at Stanford University Medical School. He is a professor in Medicine and Engineering departments at Stanford. He has led or participated in over 95 clinical trials, published over 300 manuscripts/chapters and lectures worldwide.



Natalie Gochmour
Salt Lake Chamber

Natalie Gochmour serves as the Chief Economist and Executive Vice President at the Salt Lake Chamber. In previous roles, Natalie has served as a Counselor to Secretary Mike Leavitt at the U.S. Department Health and Human Services and Associate Administrator of Public Affairs at the U.S. Environmental Protection Agency.



Gary Harter
Governor's Office of Economic Development

Gary is the Managing Director of Business Creation at GOED. He brings extensive management and leadership experience in assisting Utah companies to be successful through the Economics Clusters Initiative, Centers of Excellence program, State Science Advisor initiatives and the Business Resource Centers program.



Mark D. Johnson
Ogden Air Logistics Center, Hill Air Force Base

Mark Johnson is Executive Director of the Ogden Air Logistics Center. The center provides worldwide logistics management, engineering, supply, contracting and depot maintenance for a wide variety of aircraft and munitions related platforms. He is responsible for four wings. He served for more than 24 years on active duty in the Air Force before retiring.



Clark Ivory
Ivory Homes

Clark Ivory, CEO Ivory Homes: University of Utah graduate and Harvard MBA. Chairman: Salt Lake Branch Federal Reserve Bank of S.F.; Executive Committee: Salt Lake Chamber; Trustee: University of Utah, and Intermountain Healthcare.



Randall M. Larsen
Ballard Spahr

A partner in the Public Finance Department and a member of the P3/Infrastructure Group. His practice focuses on public finance, municipal disclosure, securities, real estate, and related subjects.



Senator Pat Jones
Senate Minority Leader



Kirk L. Jowers
Hinkley Institute of Politics, University of Utah

Kirk L. Jowers is the Director of the Hinkley Institute of Politics and an Associate Professor at the University of Utah. He also is a partner in the Washington, D.C. law firm Caplin & Drysdale. He has provided legal and political advice to state and national political parties, Fortune 500 corporations, non-profit organizations and three presidential campaigns.



Peggy Lander
Richter7

From marketing to administration and management, Peggy's background spells experience. She is a partner and Executive VP of client services. Her savvy and sharp eye for detail have proved invaluable throughout Peggy's 20-year career at Richter7, supervising many of the agency's premiere clients.



Andy Levine
Development Counsellors International (DCI)

Andy Levine is President/Chief Creative Officer of Development Counsellors International (DCI). He is a frequent speaker at economic development conferences and author of *A View From Corporate America: What Works in Economic Development Marketing*, a continuing survey of corporate executives and their perceptions of the most effective techniques in marketing.



Rep. David Litvack
House Minority Leader



Daniel McArthur
Mayor of St. George

Daniel has been a fixture around his community for many years — as St. George mayor for 15 years (since 1994) and city council for 10 years. He has served on the water conservancy board, solid waste district and owned his own welding company since 1973. He is active in Scouting, Rotary Club and foster families.



David Malpas
Imagine Learning, Inc.

David is VP of International for Imagine Learning, Inc. a Utah company founded to provide computer based instructional programs to teach English to children of the world. David has extensive expertise in building businesses internationally, both in the software industry and in consumer products as well as in building start-up and early-stage ventures.



Jeffery Nelson
Nelson Laboratories

Jeffery Nelson is the President and CEO of Nelson Laboratories, Inc. a microbiological testing company specializing in sterilization and compliance testing for the medical device and pharmaceutical industries worldwide. Jeff has a depth of experience with business, science and regulatory affairs and is a member of the American Society for Quality (ASQ).



James Patchett
Urban Investment Group (UIG), Goldman Sachs

Since joining UIG, James has focused primarily on projects in the New York City Metropolitan Area, with particular focus on public/private projects, mixed-income developments, projects involving low income housing and new markets tax credits. Prior to UIG, James worked at NERA Economic Consultants, where he assisted in evaluating major economic development initiatives.



Craig E. Peterson
GOED, International Trade and Diplomacy

Craig E. Peterson is the Director of International Trade and Diplomacy for GOED. He has 38 years experience in international trade and business, as COO for the Salt Lake Chamber, VP for the Olympic Bid Committee, and Director of Community and Economic Development for Salt Lake City.



Curt Roberts
Weber State University & USTAR

Curt is the Vice Provost for Innovation and Economic Development at Weber State University, serving as the Director of the Northern Utah Technology Outreach Center for USTAR. Prior to USTAR he served with Nike as Vice President and General Manager of Vision, Timing, and Tech Ventures and Vice President for Global Strategy.



Josh Romney
Romney Ventures

Josh formed Romney Ventures to pursue real estate, oil and mineral acquisitions throughout the country. The company is actively pursuing acquisition opportunities with a particular focus on distressed assets. Josh worked on his father, Mitt's presidential campaign from 2006 to 2008 performing a variety of roles. He is an advisor for the Deseret International Foundation.



Don Schjeldahl
Vice President, Renewable Energy Strategies

Schjeldahl is responsible for guiding renewable energy and sustainability initiatives for Austin's global consulting, engineering and construction practices. He works with renewable energy system manufacturers to define location strategy and site selection. He also coordinates Austin resources aligned with facility design and installation of renewable energy systems.



William A. Sederburg
Utah System of Higher Education

William A. Sederburg is Utah's Commissioner of Higher Education and serves as the Chief Executive Officer of the Board of Regents. The Commissioner and his staff provide support to the Board of Regents and the institutions of the Utah System of Higher Education.



Darrell H. Smith
Mayor of Draper City

Serving his third term as Mayor of Draper, Darrell Smith has seen a tremendous amount of growth in the area. The focus has changed from a high-growth mode in the residential sector to building the commercial base in the community. He stresses the importance of not only working to recruit new businesses, but lending support to the existing businesses.



Jack Sunderlage
ContentWatch, Inc.

Jack is president and CEO of ContentWatch, Inc., an internet management software company with business and residential customers in 157 countries. Jack has held key sales and marketing executive positions with Burroughs/UNISYS, Digital Equipment, Compaq Computer and Hewlett-Packard. He has a Bachelor's Degree in Business Administration and Economics.



Nicole Toomey Davis
Centers of Excellence

Nicole Toomey Davis is the Director of the State's Centers for Excellence Program. She was recruited by GOED to bring her entrepreneurial experience to help accelerate the commercialization of Utah's most promising University-based technologies. She is a successful serial entrepreneur and serves on numerous technology and industry boards.



Leigh von der Esch
Utah Office of Tourism

Leigh von der Esch is Director of the Utah Office of Tourism. Prior to that appointment, von der Esch was the State Film Commissioner from 1985 to 2005. Von der Esch also had government experience with the Utah Department of Community and Economic Development, Salt Lake City Council and as a Legislative Assistant to a United States Congressman.



Michael Waddoups
Utah State Senate

Senate President Michael Waddoups is a Certified Property Manager. He is a graduate of Brigham Young University and the Institute of Real Estate Management, CPM. He served in the House from 1987-1986 before being elected to the Utah Senate.



J. Raymond Walker
CB Richard Ellis (CBRE)

Raymond Walker currently heads the Debt and Equity Finance Group for CBRE in Salt Lake City, where he has been for nine years. He has more than 35 years experience in the real estate industry and is a licensed real estate associate broker. He has an MBA from Brigham Young University and executive level studies in investments and economics from Stanford University.



Alan Westenskow
Zions Bank

Alan is a Vice President at Zions Bank in Public Finance where he assists local governments, non-profits and other entities issue tax exempt bonds to finance capital projects.

OTHER PRESENTERS

Rey Butcher, Questar

Jason Hickey, Hickey and Associates

Mike McKee, Uintah County Commissioner

Kent Madsen, Epic Ventures

Mark Moench, Rocky Mountain Power

We can all be **wattsmart.**

USING ENERGY WISELY IS GOOD FOR UTAH BUSINESSES. You'll save money and reduce your energy use. With our energy saving programs, Utah businesses can make high-efficiency upgrades to everything from HVAC systems and industrial processes to the lights above your head. Plus, we offer technical expertise to help make it happen. You save energy and get a boost to your bottom line. To learn more, visit rockymountainpower.net/wattsmart.

ROCKY MOUNTAIN POWER
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- #1 in financial performance—by any measure¹
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- #1 in global brokerage services³
- #1 most admired brand⁴
- #1 global real estate advisor⁵
- #1 global property management firm⁶
- #1 in U.S. investment sales⁷
- #1 in environmental sustainability⁸
- #1 in corporate responsibility⁹
- Only Fortune 500 firm¹⁰
- Only "best-in-class" company¹¹

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for making this success possible.

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CBRE
CB RICHARD ELLIS

1) Company financial filings; CBRE 2008 revenue: \$5.1 billion; CBRE 2008 normalized EBITDA: \$401 million; CBRE 2008 normalized net income: \$209 million; CBRE 2008 normalized EBITDA margin: 11.7%. 2) 2009 Global Outsourcing 100, International Association of Outsourcing Professionals. 3) "Top 25 Brokerages," National Real Estate Investor, July-August 2009. 4) The Luxury Company Brand Survey, 2009. 5) "Global Advisor of the Year," Euromoney Liquid Real Estate Awards, Issue 07, 3 of last 4 years. 6) "Top 25 Property Managers," National Real Estate Investor, July-August 2009. 7) Real Capital Analytics, July 2009. 8) U.S. Environmental Protection Agency 2009 ENERGY STAR Partner of the Year, 2nd consecutive year; U.S. Green Building Council Leadership Award for Organizational Excellence, 2008. 9) "100 Best Corporate Citizens 2009," Corporate Responsibility Officer magazine, January/February 2009; only commercial real estate services company on "Companies That Care House Roll." The Center for Companies That Care, 2009. 10) Fortune, May 4, 2009. 11) "BusinessWeek 50," BusinessWeek, April 6, 2009.

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Bateman IP Law Group is a law firm specializing in protecting the intellectual property of its clients through patents, trademarks, copyrights, trade secrets and domain names. Members of the firm have been honored in Best Lawyers in America, Mountain States Super Lawyers and Utah Legal Elite.



Deseret News

As the oldest business in Utah, the *Deseret News* enjoys a legacy that dates back to 1850, only a few years after Mormon pioneers first entered the Salt Lake Valley. With a weekly circulation of about 70,000, the *Deseret News* is the second-largest newspaper in Utah.



Bill Barrett Corporation

Bill Barrett Corporation is a Denver-based company focused on exploring for and developing natural gas and oil throughout the American Rockies. The company seeks to capitalize on emerging technologies and strong long-term forecasts for natural gas as a growing part of the nation's energy portfolio. They also won numerous state-level and national awards for its work on environmental and wildlife projects.



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Boeing is the world's leading aerospace company and largest manufacturer of commercial jetliners and military aircraft combined. Additionally, Boeing designs and manufactures rotorcraft, electronic and defense systems, missiles, satellites, and technologically forward information and communication systems. A major service provider to NASA, Boeing supports the Space Shuttle program and International Space Station.



The University of Utah

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Rio Tinto

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Salt Lake Community College

Under the direction of President Cynthia A. Bioteau Salt Lake Community College is an accredited, multi-campus college serving the diverse needs of the Salt Lake City community. With an open-door enrollment policy, the college serves more than 60,000 students through credit and non-credit courses and workshops each year, making it the largest institution of higher education in Utah.

The Salt Lake Tribune

The Salt Lake Tribune

The first editions of *The Salt Lake Daily Tribune* and *Mining Gazette* were published in 1871, making what is now known as *The Salt Lake Tribune* the fourth-oldest business in Utah. Today, the Tribune's circulation is 125,000 during the week and 143,000 on Sunday, making it the state's largest newspaper.

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Utah CEO

What forward thinkers read today



"All three times, we gambled everything. And the interesting part of it was there was no pattern or model to indicate that we could turn the situation around--just a belief in oneself."

— Larry Miller (1944-2009), Founder, LHM Group of Companies, referring to three critical make-or-break moments in his ownership of the Utah Jazz. (*Utah CEO*, July 2008)

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